

ESTTA Tracking number: **ESTTA675440**

Filing date: **06/01/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Application Serial No.	79145423
Applicant	JAY AHR

Notice of Appeal

Notice is hereby given that JAY AHR appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 79145423.

Applicant has filed a request for reconsideration of the refusal to register, and requests suspension of the appeal pending consideration of the request by the Examining Attorney.

The refusal to register has been appealed as to the following class of goods/services:

- Class 035. First Use: 0 First Use In Commerce: 0
All goods and services in the class are appealed, namely: Retail stores services and online retail services of a variety of goods in the field of fashion and beauty, namely, perfumery; essential oils; cosmetics; hair lotions; make-up and make-up removing products, namely, eye make-up, eye make-up remover, facial make-up, namely, primer, foundation, facial make-up removing milk, gel, lotions and creams, lipstick; soaps; beauty masks; shaving products, namely, shaving soaps, shaving gels, shaving creams, shaving lotions; sanitary products, namely, milk, gel, lotions and creams all for cosmetic purposes; jewelry; jewelry products, namely, amulets, broaches, cameos, charms for collar jewelry and bracelet, costume jewelry, rings, necklaces, bracelets, chains, pins, earrings, pendants; precious stones; timepieces and chronometric instruments; precious metals and their alloys; works of art of precious metal; jewelry cases of precious metal, namely, clocks cases and jewels cases; boxes of precious metal; watch cases, bracelets, chains, metal hardware, namely, springs, glasses; key rings of precious metal, key chains as jewelry of precious metal, fobs of precious metal; statues, figurines and statuettes of precious metals; cases for watches and clocks; medals; leather and imitation leather; animal skins; trunks and suitcases; umbrellas; parasols; walking sticks; wallets; coin purses; bags, namely, school bags, reusable shopping bags, shoulder bags, suit bags, tote bags, travel bags, backpacks, handbags, evening bags, garments bags for travel, beach bags, sportbags, bags of leather for merchandise packaging; empty vanity cases; leather briefcases; travelling bags, namely, leather travel sets; clothing, namely, outer jackets, gabardines, parkas, anoraks, waistcoats, evening dresses, trousers, jeans, shorts, leggings, tuxedos, overalls, pullovers, cardigans, blouses, tee-shirts, chemisettes, polo shirts, aprons, dressing gowns, bath robes, vests, nightwear, tricot pajamas, hosiery, socks, stockings, tights, combinations, body shirts, lingerie, brassieres, corsets, garters, gaiters, suspenders; mittens; wristbands, mufflers, ascots, raincoat, beachwear, footwear, headgear, namely, hats, caps, bathing caps, cap peak, nightcaps, felt hat, top hat, silk hat, fashion hats, namely, panama and bowler hats, leather hats, shirts; overalls; suits; skirts; coats; trousers; sweaters; dresses; jackets; leather and imitation leather clothing, namely, belts made of leather, belts made from imitation leather, leather and imitation leather coats, jackets, pants, shirts, skirts, slippers, and vests, suits of leather, suits of imitation leather; belts for clothing; furs, namely, fur coats and jackets, fur hats, fur muffs, fur stoles; gloves as clothing; scarves; stoles; sashes; neckties; underwear. Mail order services via the Internet featuring a variety of goods in the field of fashion and beauty, namely, perfumery; essential oils; cosmetics; hair lotions; make-up and make-up removing products, namely, eye make-up, eye make-up remover, facial make-up, namely, primer, foundation, facial make-up removing milk, gel, lotions and creams, lipstick; soaps; beauty masks; shaving products, namely, shaving soaps, shaving gels, shaving creams, shaving lotions; sanitary products, namely, milk, gel, lotions and creams all for cosmetic purposes; jewelry; jewelry products, namely, amulets, broaches, cameos, charms for collar jewelry and bracelet, costume jewelry, rings, necklaces, bracelets, chains, pins, earrings, pendants; precious stones; timepieces and chronometric instruments; precious metals and their alloys; works of art of precious metal; jewelry cases of precious metal, namely, clocks cases and jewels cases; boxes of precious metal; watch cases, bracelets, chains, metal hardware, namely, springs, glasses; key rings of precious metal, key chains as jewelry of precious metal, fobs of precious metal; statues, figurines and statuettes of precious metals; cases for watches and clocks; medals; leather and imitation leather; animal skins; trunks and suitcases; umbrellas; parasols; walking sticks; wallets; coin purses; bags, namely, school bags, reusable shopping bags, shoulder bags, suit

bags, tote bags, travel bags, backpacks, handbags, evening bags, garments bags for travel, beach bags, sport bags, bags of leather for merchandise packaging; empty vanity cases; leather briefcases; travelling bags, namely, leather travel sets; clothing, namely, outer jackets, gabardines, parkas, anoraks, waistcoats, evening dresses, trousers, jeans, shorts, leggings, tuxedos, overalls, pullovers, cardigans, blouses, tee-shirts, chemisettes, polo shirts, aprons, dressing gowns, bath robes, vests, nightwear, tricot pajamas, hosiery, socks, stockings, tights, combinations, body shirts, lingerie, brassieres, corsets, garters, gaiters, suspenders; mittens; wristbands, mufflers, ascots, raincoat, beachwear, footwear, headgear, namely, hats, caps, bathing caps, cap peak, nightcaps, felt hat, top hat, silk hat, fashion hats, namely, panama and bowler hats, leather hats, shirts; overalls; suits; skirts; coats; trousers; sweaters; dresses; jackets; leather and imitation leather clothing, namely, belts made of leather, belts made from imitation leather, leather and imitation leather coats, jackets, pants, shirts, skirts, slippers, and vests, suits of leather, suits of imitation leather; belts for clothing; furs, namely, furcoats and jackets, fur hats, fur muffs, fur stoles; gloves as clothing; scarves; stoles; sashes; neckties; underwear. Commercial information and advice for consumers, namely, in connection with the sale and promotion of various goods in the field of fashion and beauty, perfumery; essential oils; cosmetics; hair lotions; make-up and make-up removing products, namely, eye make-up, eye make-up remover, facial make-up, namely, primer, foundation, facial make-up removing milk, gel, lotions and creams, lipstick; soaps; beauty masks; shaving products, namely, shaving soaps, shaving gels, shaving creams, shaving lotions; sanitary products, namely, milk, gel, lotions and creams all for cosmetic purposes; jewelry; jewelry products, namely, amulets, broaches, cameos, charms for collar jewelry and bracelet, costume jewelry, rings, necklaces, bracelets, chains, pins, earrings, pendants; precious stones; timepieces and chronometric instruments; precious metals and their alloys; works of art of precious metal; jewelry cases of precious metal, namely, clocks cases and jewels cases; boxes of precious metal; watch cases, bracelets, chains, metal hardware, namely, springs, glasses; key rings of precious metal, key chains as jewelry of precious metal, fobs of precious metal; statues, figurines and statuettes of precious metals; cases for watches and clocks; medals; leather and imitation leather; animal skins; trunks and suitcases; umbrellas; parasols; walking sticks; wallets; coin purses; bags, namely, school bags, reusable shopping bags, shoulder bags, suit bags, tote bags, travel bags, backpacks, handbags, evening bags, garments bags for travel, beach bags, sport bags, bags of leather for merchandise packaging; empty vanity cases; leather briefcases; travelling bags, namely, leather travel sets; clothing, namely, outer jackets, gabardines, parkas, anoraks, waistcoats, evening dresses, trousers, jeans, shorts, leggings, tuxedos, overalls, pullovers, cardigans, blouses, tee-shirts, chemisettes, polo shirts, aprons, dressing gowns, bath robes, vests, nightwear, tricot pajamas, hosiery, socks, stockings, tights, combinations, body shirts, lingerie, brassieres, corsets, garters, gaiters, suspenders; mittens; wristbands, mufflers, ascots, raincoat, beachwear, footwear, headgear, namely, hats, caps, bathing caps, cap peak, nightcaps, felt hat, top hat, silk hat, fashion hats, namely, panama and bowler hats, leather hats, shirts; overalls; suits; skirts; coats; trousers; sweaters; dresses; jackets; leather and imitation leather clothing, namely, belts made of leather, belts made from imitation leather, leather and imitation leather coats, jackets, pants, shirts, skirts, slippers, and vests, suits of leather, suits of imitation leather; belts for clothing; furs, namely, fur coats and jackets, fur hats, fur muffs, fur stoles; gloves as clothing; scarves; stoles; sashes; neckties; underwear. Promoting and advertising the goods of others, namely, services related to commercial promotional activities in any form, namely, services of recommendation, endorsement, sponsorship, co-branding operations and promotional information campaigns on a variety of goods in the field of fashion and beauty, namely perfumery; essential oils; cosmetics; hair lotions; make-up and make-up removing products, namely, eye make-up, eye make-up remover, facial make-up, namely, primer, foundation, facial make-up removing milk, gel, lotions and creams, lipstick; soaps; beauty masks; shaving products, namely, shaving soaps, shaving gels, shaving creams, shaving lotions; sanitary products, namely, milk, gel, lotions and creams all for cosmetic purposes; jewelry; jewelry products, namely, amulets, broaches, cameos, charms for collar jewelry and bracelet, costume jewelry, rings, necklaces, bracelets, chains, pins, earrings, pendants; precious stones; timepieces and chronometric instruments; precious metals and their alloys; works of art of precious metal; jewelry cases of precious metal, namely, clocks cases and jewels cases; boxes of precious metal; watch cases, bracelets, chains, metal hardware, namely, springs, glasses; key rings of precious metal, key chains as jewelry of precious metal, fobs of precious metal; statues, figurines and statuettes of precious metals; cases for watches and clocks; medals; leather and imitation leather; animal skins; trunks and suitcases; umbrellas; parasols; walking sticks; wallets; coin purses; bags, namely, school bags, reusable shopping bags, shoulder bags, suit bags, tote bags, travel bags, backpacks, handbags, evening bags, garments bags for travel, beach bags, sport bags, bags of leather for merchandise packaging; empty vanity cases; leather briefcases; travelling bags, namely, leather travel sets; clothing, namely, outer jackets, gabardines, parkas, anoraks, waistcoats, evening dresses, trousers, jeans, shorts, leggings, tuxedos, overalls, pullovers, cardigans, blouses, tee-shirts, chemisettes, polo shirts, aprons, dressing gowns, bath robes, vests, nightwear, tricot pajamas, hosiery, socks, stockings, tights, combina-

tions, body shirts, lingerie, brassieres, corsets, garters, gaiters, suspenders; mittens; wristbands, mufflers, ascots, raincoat, beachwear, footwear, headgear, namely, hats, caps, bathing caps, cap peak, nightcaps, felt hat, top hat, silk hat, fashion hats, namely, panama and bowler hats, leather hats, shirts; overalls; suits; skirts; coats; trousers; sweaters; dresses; jackets; leather and imitation leather clothing, namely, belts made of leather, belts made from imitation leather, leather and imitation leather coats, jackets, pants, shirts, skirts, slippers, and vests, suits of leather, suits of imitation leather; belts for clothing; furs, namely, fur coats and jackets, fur hats, fur muffs, fur stoles; gloves as clothing; scarves; stoles; sashes; neckties; underwear. Business advice and commercial information, advice in the field of business management, bill-posting, distribution of advertising material, namely, flyers, prospectuses, brochures, samples, namely, for sale by mail-order or retail services in shops; rental of advertising time on all communication media; Rental of all publicity and marketing presentation materials in connection with the services in this class namely of articles, goods, apparatus and material for advertising, namely, flyers, brochures, leaflets and samples, and bill-posting boards; advertising services. advertising and promotional services, promotion and advertising in any form and on any media, namely services of recommendation for commercial purposes of goods of others and promotional information campaigns of goods of others; promotion information campaigns for others provided through the distribution and the administration of privileged user cards; promoting and advertising sponsorship in the field of fashion and beauty, brand partnership operations; organization of exhibitions for commercial or advertising purposes; advertising, namely, advertorial for others, by means of brand partnership operations, the sale and rental of bill-posting stands, printed and electronic promotional displays and placards, for the promotion of goods in the field of fashion and beauty, namely, perfumery; essential oils; cosmetics; hair lotions; make-up and make-up removing products, namely, eye make-up, eye make-up remover, facial make-up, namely, primer, foundation, facial make-up removing milk, gel, lotions and creams, lipstick; soaps; beauty masks; shaving products, namely, shaving soaps, shaving gels, shaving creams, shaving lotions; sanitary products, namely, milk, gel, lotions and creams all for cosmetic purposes; jewelry; jewelry products, namely, amulets, broaches, cameos, charms for collar jewelry and bracelet, costume jewelry, rings, necklaces, bracelets, chains, pins, earrings, pendants; precious stones; timepieces and chronometric instruments; precious metals and their alloys; works of art of precious metal; jewelry cases of precious metal, namely, clocks cases and jewelry cases; boxes of precious metal; watch cases, bracelets, chains, metal hardware, namely, springs, glasses; key rings of precious metal, key chains as jewelry of precious metal, fobs of precious metal; statues, figurines and statuettes of precious metals; cases for watches and clocks; medals; leather and imitation leather; animal skins; trunks and suitcases; umbrellas; parasols; walking sticks; wallets; coin purses; bags, namely, school bags, reusable shopping bags, shoulder bags, suit bags, tote bags, travel bags, backpacks, handbags, evening bags, garments bags for travel, beach bags, sport bags, bags of leather for merchandise packaging; empty vanity cases; leather briefcases; travelling bags, namely, leather travel sets; clothing, namely, outer jackets, gabardines, parkas, anoraks, waistcoats, evening dresses, trousers, jeans, shorts, leggings, tuxedos, overalls, pullovers, cardigans, blouses, tee-shirts, chemisettes, polo shirts, aprons, dressing gowns, bath robes, vests, nightwear, tricot pajamas, hosiery, socks, stockings, tights, combinations, body shirts, lingerie, brassieres, corsets, garters, gaiters, suspenders; mittens; wristbands, mufflers, ascots, raincoat, beachwear, footwear, headgear, namely, hats, caps, bathing caps, cap peak, nightcaps, felt hat, top hat, silk hat, fashion hats, namely, panama and bowler hats, leather hats, shirts; overalls; suits; skirts; coats; trousers; sweaters; dresses; jackets; leather and imitation leather clothing, namely, belts made of leather, belts made from imitation leather, leather and imitation leather coats, jackets, pants, shirts, skirts, slippers, and vests, suits of leather, suits of imitation leather; belts for clothing; furs, namely, fur coats and jackets, fur hats, fur muffs, fur stoles; gloves as clothing; scarves; stoles; sashes; neckties; underwear. Services of commercial information for consumers concerning fashion and beauty, namely, services of identification, enumeration, selection, appreciation and classification of goods in the fashion and beauty sectors. Assistance in business management and product commercialization, within the framework of a franchise contract, namely, assistance in the running or managing commercial enterprises, transfer of know-how and information on techniques and methods for retail services and mail order services carried out by shops and offered in department stores, and on techniques for wholesale; Database management for others of a database comprised of data collected through a billfish tagging program for research purposes; services of database management, namely, management of customer files; compiling and systemization of information into computer databases, namely, administrative databases; database management services, namely, providing and rental of databases, not including provision of access to digital database servers; compiling of information into databases and data processing

Respectfully submitted,
/Venus G. Trunnel/
06/01/2015

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